

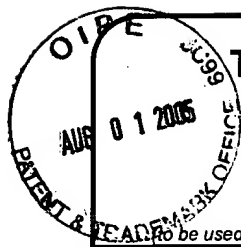
8-2-05

PTO/SB/21 (09-04)

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# TRANSMITTAL FORM

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Total Number of Pages in This Submission

Application Number

09/922,348

Filing Date

August 3, 2001

First Named Inventor

Borger et al.

Art Unit

2152

Examiner Name

Carolyn Fatimah Fleary

Attorney Docket Number

020748.01224PTUS

## ENCLOSURES (check all that apply)

☐ Fee Transmittal Form☐ Fee Attached☒ Amendment / Reply☐ After Final☐ Affidavits/declaration(s)☐ Extension of Time Request☐ Express Abandonment Request☐ Information Disclosure Statement☐ Certified Copy of Priority Document(s)☐ Reply to Missing Parts/  
Incomplete Application☐ Reply to Missing Parts  
under 37 CFR1.52 or 1.53☐ Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a  
Provisional Application☐ Power of Attorney, Revocation  
Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) \_\_\_\_\_☐ Landscape Table on CD☐ After Allowance Communication to TC☐ Appeal Communication to Board  
of Appeals and Interferences☐ Appeal Communication to TC  
(Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☒ Other Enclosure(s)  
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Remarks

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm

Patton Boggs LLP

Signature

DC

Printed Name

Darren W. Collins

Date

August 1, 2005

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44,625

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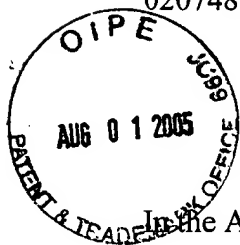
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020748.0224PTUS

PATENT APPLICATION  
Serial No. 09/922,348



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Application of:

Borger et al.

Serial No. 09/922,348

Filed: August 3, 2001

Examiner: Carolyn Fatimah Fleary

Group Art Unit: 2152

Confirmation No.: 7283

For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR  
INTEGRATING ADVERTISING WITHIN WEB CONTENT

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Dear Sir:

**RESPONSE TO NOTICE OF NON-COMPLIANT  
AMENDMENT UNDER 37 C.F.R. §1.121**

In response to the Notice of Non-Compliant Amendment mailed July 1, 2005, Applicants respectfully request the Examiner to reconsider the rejections of portions of the specification to the Application in view of the following amendments and/or the comments set forth below.